

# Engaging Minority and Underrepresented Veterans

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**Mid-Atlantic Regional Community of Practice  
Professional Training Event**

# Welcome & Introductions

Regional Community of Practice Champion

**Christy Kenady**

Senior Manager,

ServingTogether, a program of EveryMind

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# EveryMind strengthens communities and empowers individuals to reach optimal mental wellness

- Counseling and Case Management for Children, Youth and Families
- Crisis Phone/Text/Chat Line
- Service Coordination for Veterans, Service Members and their Families
- Community Education

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# Regional Community of Practice

- EveryMind serves as our Regional Community of Practice Champion for the Mid-Atlantic Region
  - **ServingTogether**, National Capital Region
  - **Mission United**, South Hampton Roads
  - **PA Serves**, Greater Pittsburgh
- Conducting these trainings based on feedback we receive from you
  - More to come soon
  - We need your feedback!



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Our mission.

# Engaging Minority and Underrepresented Veteran Communities

Minority Veterans of America

**Robert A. White**

Director of Community Impact



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# Engaging Minority and Underrepresented Veterans

Robert A. White, EMPA (he/him/his)

Director of Community Impact



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A close-up photograph of several traditional beaded necklaces. Each necklace features a semi-circular arrangement of small, colorful beads in shades of red, orange, yellow, green, and blue, with a white beaded border. A thick blue tassel hangs from the bottom of each necklace. The background is blurred, showing more of the same necklaces.

**We respectfully acknowledge that we are on the traditional, ancestral lands of the Osage Nation. The process of knowing and acknowledging the land we stand on is a way of honoring and expressing gratitude for the ancestral Osage people who were on this land before us.**

**#HonorNativeLand**

<https://www.osagenation-nsn.gov/multimedia/gallery>

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# What we'll cover

1

Build a common language

2

Why minority and  
underrepresented veterans?

3

How can we better engage?





# What does a veteran look like?



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# Building a common language

- Diversity
- Inclusion
- Equality
- Equity
- Minority
- Underrepresented



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# Diversity

- The “condition of having or being composed of differing elements.”
- Byproducts of Diversity work:
  - Differing backgrounds
  - Styles
  - Perspectives
  - Beliefs
  - Competencies

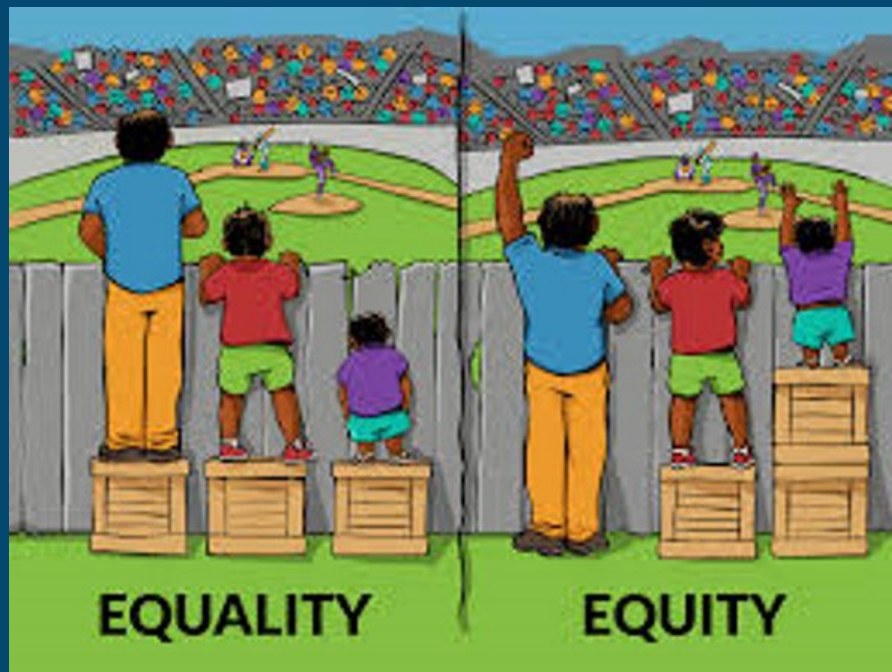


# Inclusion

- **The composition of the veteran community is changing.**
- **Minority and underrepresented veterans represent a community that has yet to find a home in our programs.**
- **Increasing our inclusion capacity will ensure these communities continue to use our programs.**



# Equality vs Equity



## Equality



## Equity



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# Minority

- A relatively small group of people, especially one commonly discriminated against in a community, society, or nation, differing from others in ethnicity.

African, American Indian/Alaskan Native, Asian, Hispanic, Latinx, Pacific Islander/Native Hawai'ian, Middle Eastern



# Underrepresented

- A subset of a population that holds a smaller percentage within a significant subgroup than the subset holds in the general population.

Womxn, LGBTQ, (non)religious, have disabilities,  
justice veterans, student veterans





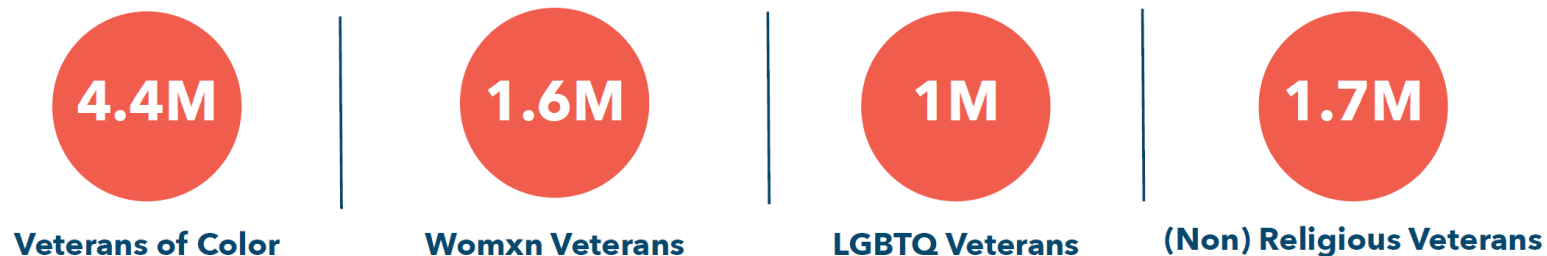
# Why focus on engaging minority and underrepresented veterans?



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# By the numbers...

## Minority Veterans by the Numbers



# Diversity Matters

“We are interdependent of each other for our successes.”

- Dr. Heather Evans



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# How better to engage?



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# Organizational Culture

- Diversity statements & strategies
- Non-discrimination statement
- Community agreements



# Intercultural Competency

- Implicit Unconscious Bias Tests (Harvard IAT)

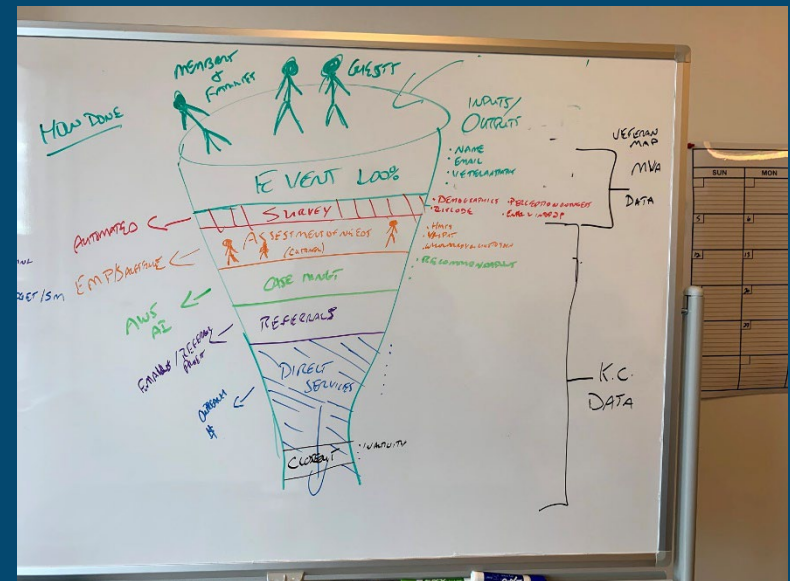


- Intercultural Development Inventory (IDI) Assessment



# Program Development

- Who do you serve?
- Who's not at the table?
- Budget
- Performance Measurements



# Gender Neutral Language

- Gendered documents
- Use of pronouns
- Social media





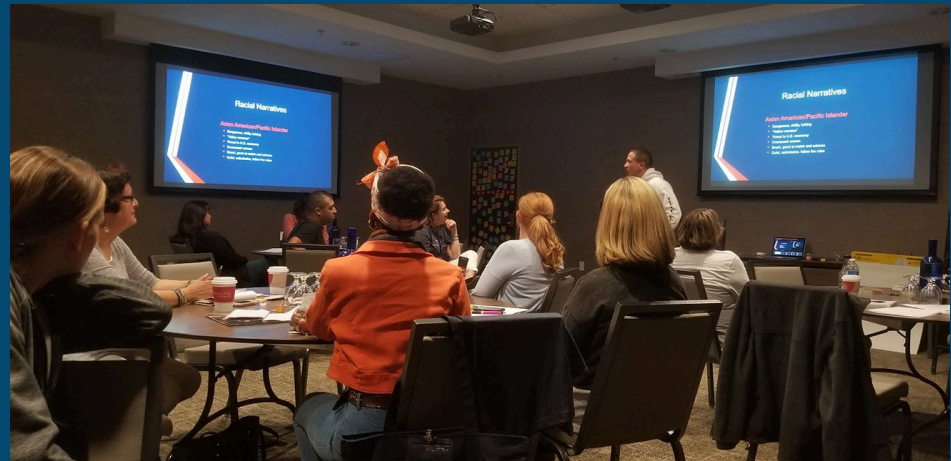
# Inclusive Marketing

- Websites
- Program brochures
- Social Media



# Targeted Outreach

- Be proximate
- Community partnerships
- Data sharing, surveys
- Community events



# Until We Meet Again

Robert A. White  
rwhite@minorityvets.org  
@mvaseattle



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Director of Community Impact

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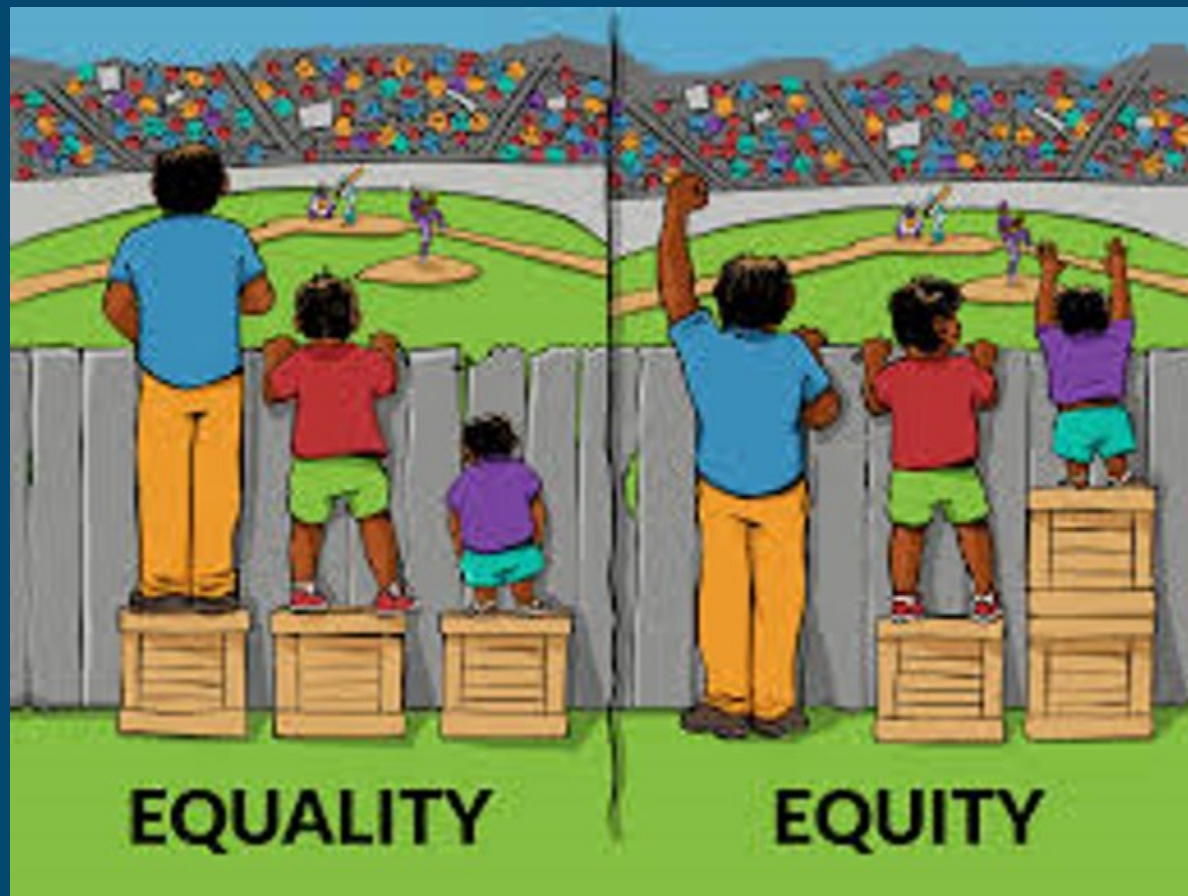
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- The “condition of having or being composed of differing elements.”
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  - Styles
  - Perspectives
  - Beliefs
  - Competencies
  - Innovative community solutions

# Inclusion

- The composition of the veteran community is changing.
- Minority and underrepresented veterans represent a community that has yet to find a home in our programs.
- Increasing our inclusion capacity will ensure these communities continue to use our programs.

# Equality vs Equity



# Equality



# Equity



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# Underrepresented

- A subset of a population that holds a smaller percentage within a significant subgroup than the subset holds in the general population.

womxn, LGBTQ, (non)religious, have disabilities,  
justice veterans, student veterans

Why focus on engaging  
minority and underrepresented  
veterans?

# By the numbers...

## Minority Veterans by the Numbers

4.4M

Veterans of Color

1.6M

Womxn Veterans

1M

LGBTQ Veterans

1.7M

(Non) Religious Veterans



# Diversity Matters

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- Dr. Heather Evans

# How better to engage?

# Organizational Culture

- Diversity statements & strategies
- Non-discrimination statement
- Community agreements



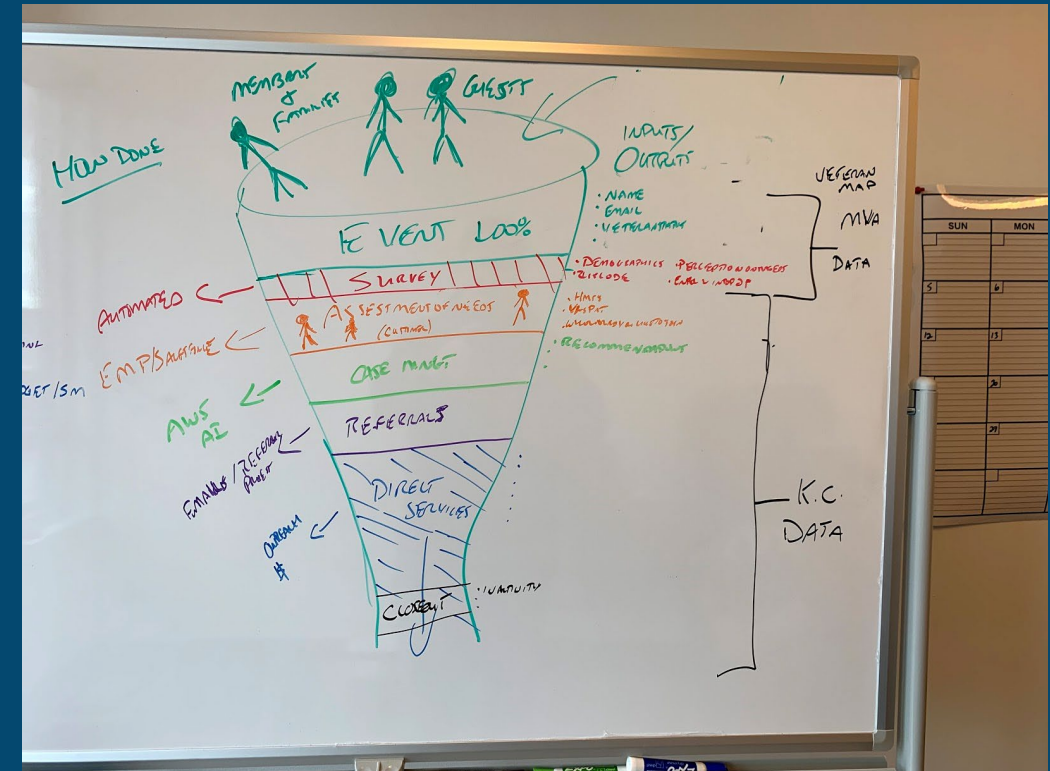
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- Use of pronouns



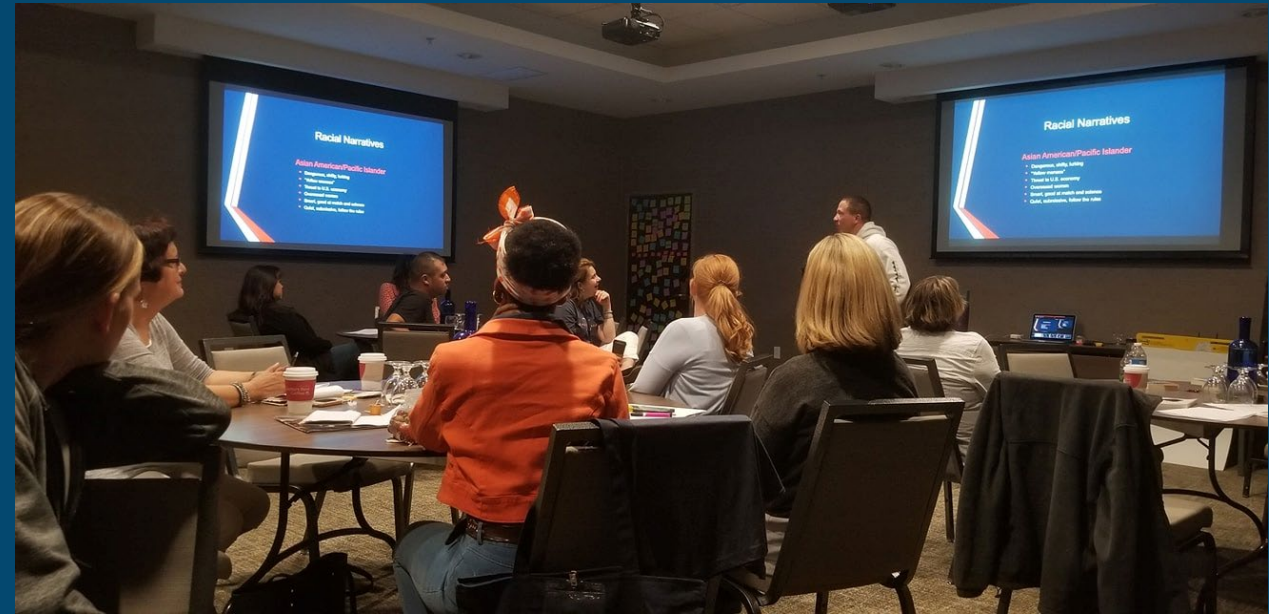
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# Targeted Outreach

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# Uncovering Areas of Stigma & Identifying Best Practices in Supporting Underrepresented Veterans

Moderator

**Aryanna Hunter**

Director, University of Pittsburgh  
Office of Veteran Services



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# Uncovering Areas of Stigma & Identifying Best Practices in Supporting Underrepresented Veterans



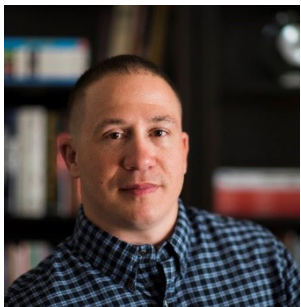
**Patti Gerhauser**

Women Veterans Program Coordinator  
Veterans Leadership Program



**Timothy A. Jones**

Service Navigator  
Veterans Leadership Program



**Robert A. White**

Director of Community Outreach  
Minority Veterans of America

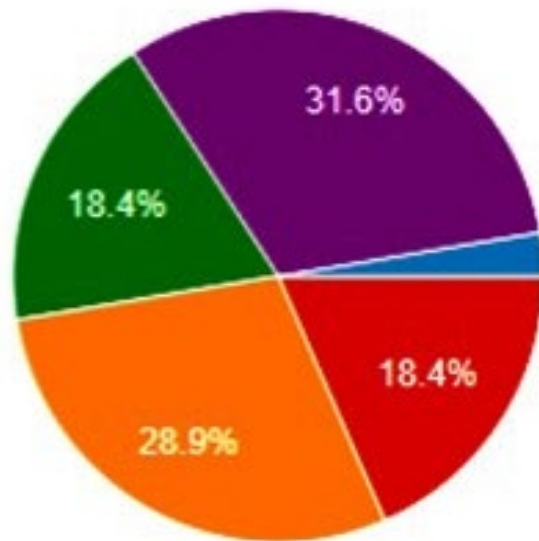
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# Women Veterans Design Team - 2019

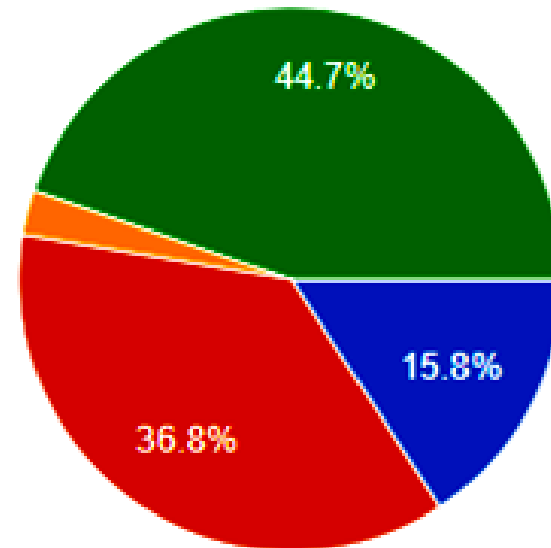
# of women signed up: 53 | # of completed surveys: 38 | Response rate: 71.7%

## What is your age?



● 18-24    ● 45-54  
● 25-34    ● 55-64  
● 35-44    ● 65+

## What is your marital status?

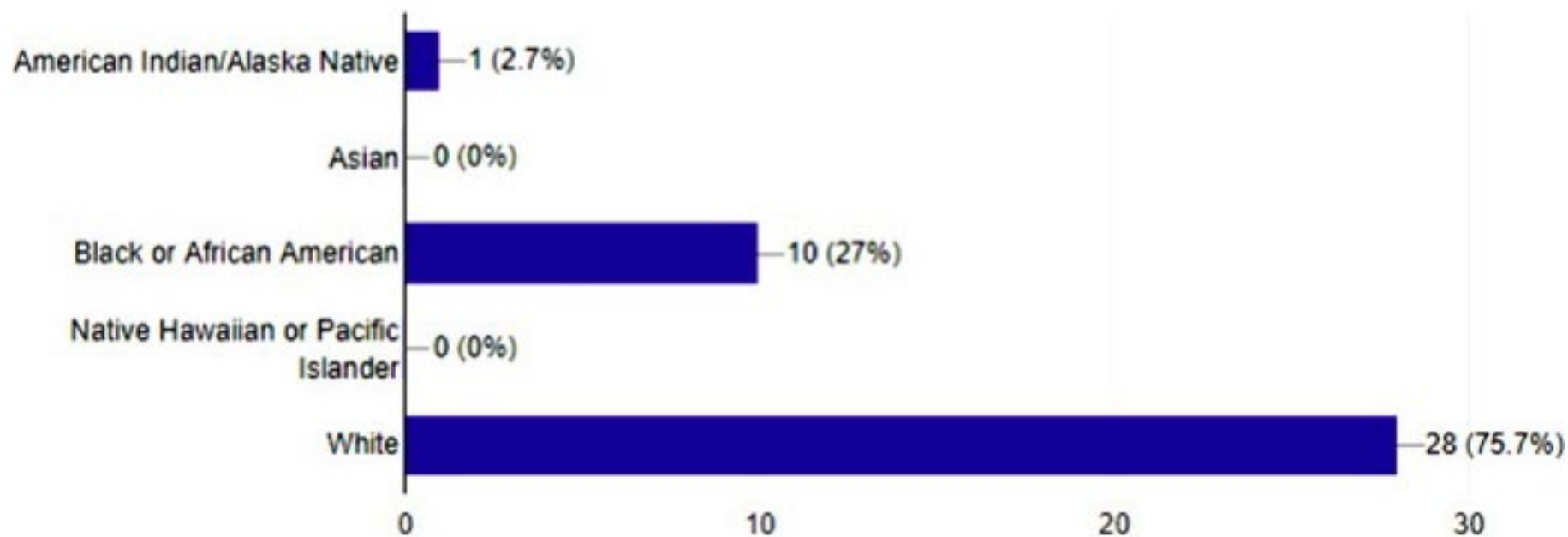


● Single (never married)  
● Married, or in a domestic partnership  
● Widowed  
● Divorced  
● Separated

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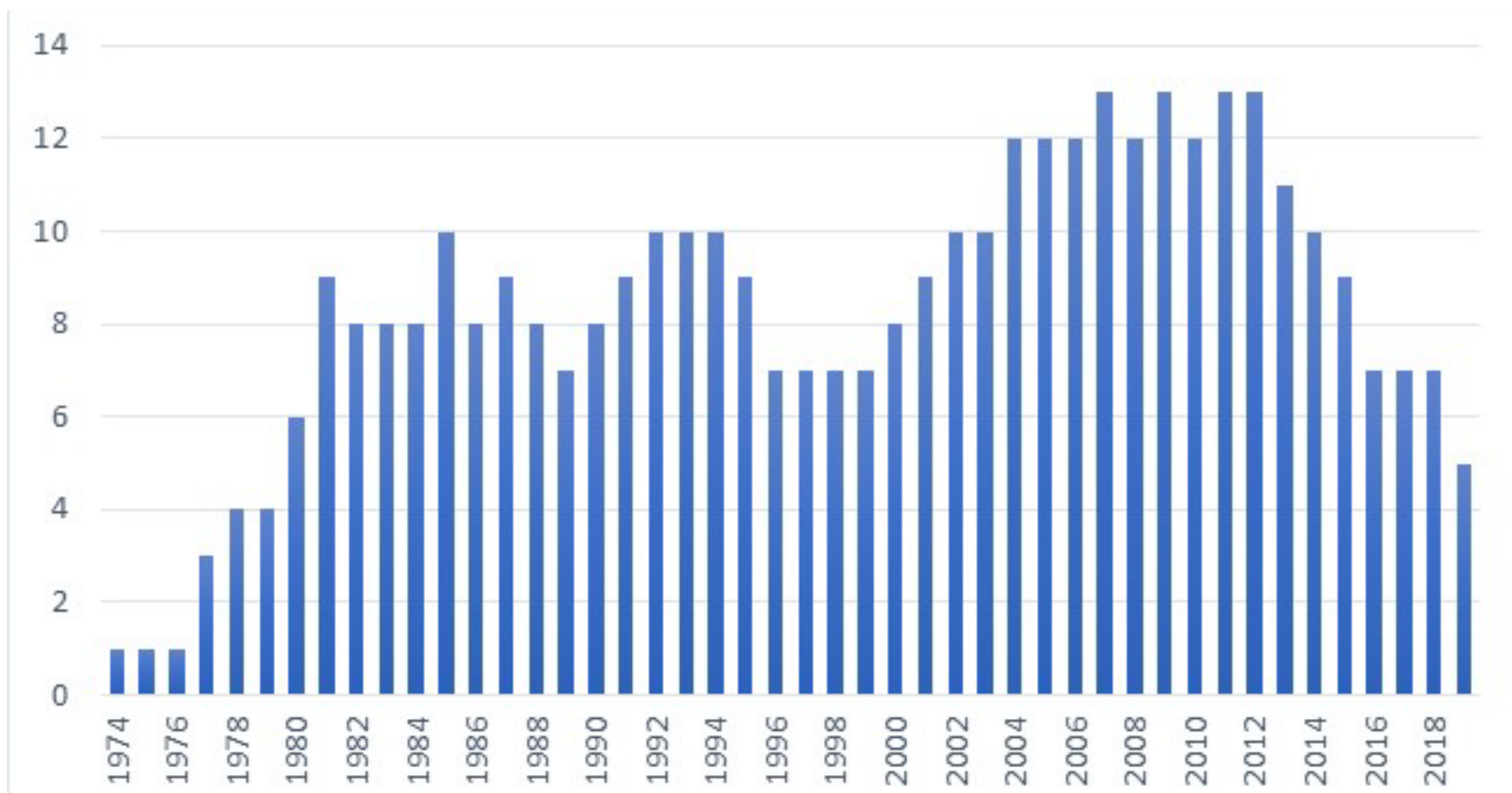
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## How would you describe yourself?



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What years did you serve in the military? Please include all active, reserve and/or guard duty time. (ex. 2007-2011)



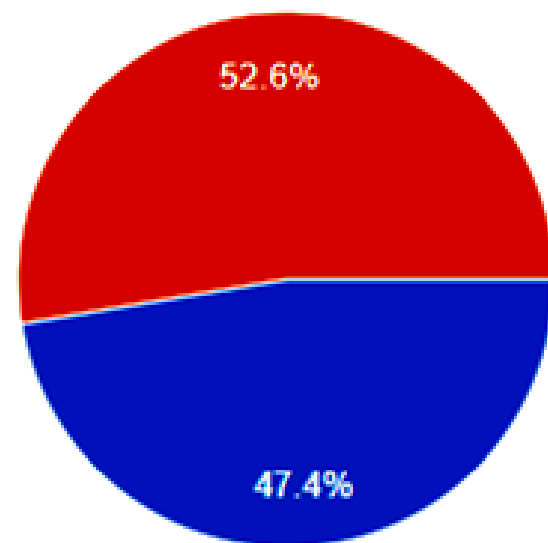
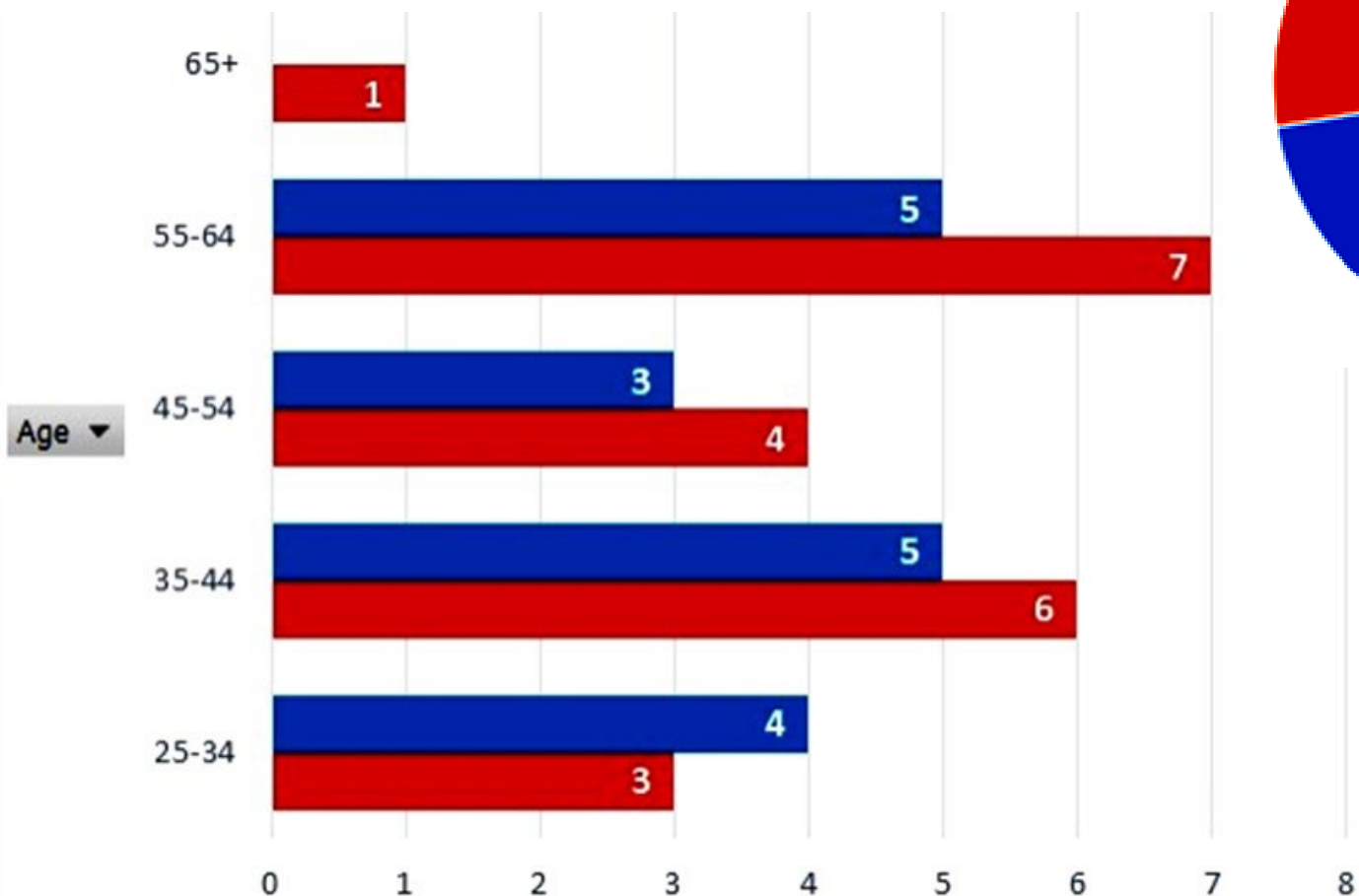
**Total years of collective service: 384**

**Average years of service: 10.1**

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# During your time in the military, did you ever deploy to a combat zone? (This includes any area where you received combat duty pay.)

38 responses



■ Combat  
■ Non-combat

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# Data Highlights

- Inclusion/Recognition
- Domestic Violence
- Outreach/Awareness
- Empowerment
- Professional Opportunities
- Access



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# Thank you for watching!

Please complete our evaluation:



We need your feedback!

Use the QR Code above or visit:

<https://www.surveymonkey.com/r/VPTHLWY>

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